

GOVERNMENT OF INDIA  
MINISTRY OF JAL SHAKTI,  
DEPARTMENT OF WATER RESOURCES, RIVER DEVELOPMENT & GANGA REJUVENATION  
**LOK SABHA**  
**UNSTARRED QUESTION NO. †1651**  
ANSWERED ON 11.02.2021

**CATCH THE RAIN AWARENESS CAMPAIGN**

†1651. SHRI MOHANBHAI KALYANJI KUNDARIYA                      SHRI ANIL FIROJIYA  
SHRI PARBATBHAI SAVABHAI PATEL                                      SHRI NARANBHAI KACHHADIYA  
SHRI DIPSINH SHANKARSINH RATHOD

Will the Minister of JAL SHAKTI be pleased to state:

- (a) whether the Government has launched Catch the Rain awareness campaign under Jal Shakti Abhiyan-II;
- (b) if so, the objective of the said campaign;
- (c) the number of districts of the country including the State of Gujarat likely to be included under this campaign;
- (d) the name of the authorities/agencies being consulted to further extend the coverage of the said campaign; and
- (e) the details of the current progress of this campaign?

**ANSWER**

THE MINISTER OF STATE FOR JAL SHAKTI & SOCIAL JUSTICE AND EMPOWERMENT  
(SHRI RATTAN LAL KATARIA)

(a) to (e) Jal Shakti Abhiyan-II could not be taken up in 2020 due to restrictions imposed by Covid-19 Pandemic. However, to keep its continuity, National Water Mission (NWM) launched – “Catch the Rain” campaign with tagline “*Catch the Rain – where it falls, when it falls*” in last year in all districts of the country, including all districts in Gujarat, to nudge the states and all stake-holders to create Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata with the people’s active participation.

"Catch the Rain" campaign has evoked a very good response across the country and is being supported by Ministries/ Departments of Central and State Government, Airport Authority of India, Railways, Armed Forces, Central Armed Police Forces, universities, educational institutions including IITs & IIMs, Central Public Sector Enterprises, banking institutions etc.

As a preparatory step for the "Jal Shakti Abhiyan -II" campaign to be taken up in all districts in 2021, a 3 month long, massive awareness drive "JSA-II- Catch The Rain", in collaboration with the "Nehru Yuva Kendra Sangathan", was launched on 21<sup>st</sup> December 2020 involving Youth Clubs in 623 districts across the country, including 25 districts of Gujarat.

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